



This is the year Suzuki takes on anybody. Anywhere.

Suzukis have a reputation for being tough. And fast. And reliable.

Go anyplace where people ride motorcycles—be it local dirt track, international racing circuit or city street—and ask someone what he thinks about Suzukis. You usually get an answer like this: “Suzukis can really take it...They build a tough, reliable machine.”

That's the kind of reputation a lot of manufacturers would give their kick-starters for. Suzukis are built to last. They're built to take on the country.

In a word, Suzuki means quality.

Suzuki quality comes from dedication, hard work, and a special kind of attitude throughout the entire organization: every person who works here is tough-minded about his job. He has to be. For he has to make sure his work can pass the critical Suzuki inspections.

And there are hundreds of these inspections. In fact, for every ten workers, there's one inspector keeping a watchful eye on the proceedings. So you know it's tough.

3 years in the making.

It takes about three years for a new Suzuki to evolve from drawing board idea to finished motorcycle. In that time, a great deal of painstaking research, experiments and tests will pass—as well as a lot of frustration and sweat.

With no shortcuts.

And not everything will end up seeing the light of day. There are failures along with the breakthroughs. But each development, whether great leap forward or small step back, is another stage on the road to the marketplace.

Even the president gets into the act.

Before the blueprints and the designs come the questions. Every year a team of experts arrives from Japan with one thought in mind: find out what's new and needed in the United States. They digest reams of information of what the public wants today and will need tomorrow. They study trends in styling, in riding habits, in size preferences. They analyze new developments in design, in luxury features, in performance characteristics.

When they return to Japan, they are armed with the ideas for future bikes and improvements, and make a formal proposal to the company's board of directors. The board, with President Shunzo Suzuki taking an active part in the decision, gives the final approval.

And the wheels start turning.

With a new 3-cylinder GT series.

GT-380J Sebring

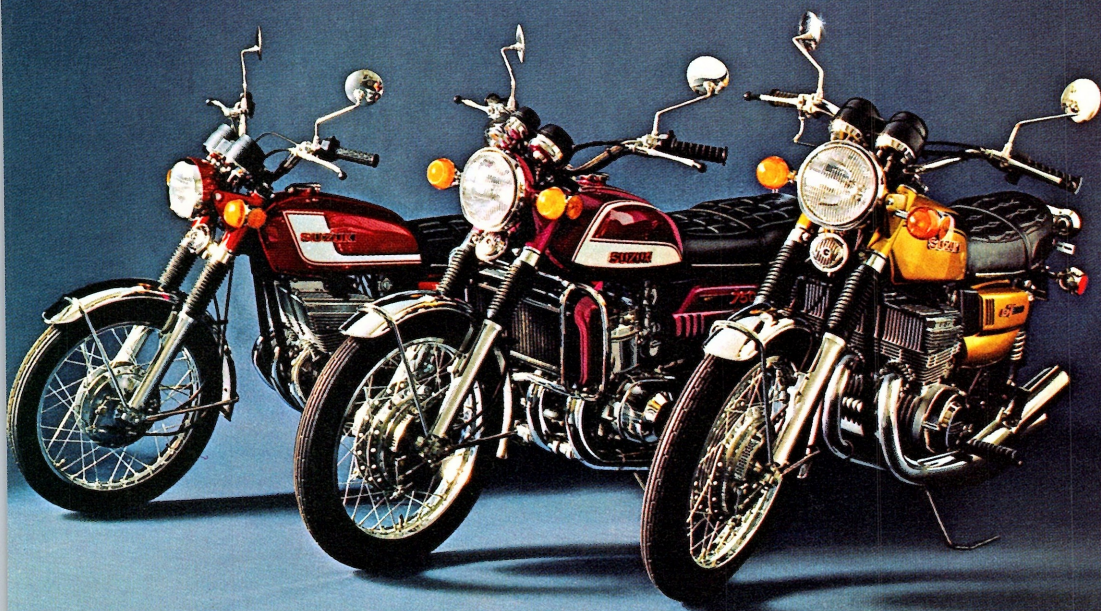
Its styling puts it way ahead of competition; its big new 3-cylinder engine keeps it there. 38 hp/7500 rpm. 105-110 mph. 4 pipes. 3 carbs. 6 speeds, CCI automatic lube. 5-way adjustable rear shocks. You'll swear you're on a much bigger bike. So will anyone who tangles with you.

GT-750J Le Mans

This is the first really new bike in over 40 years. A 3-cylinder, 2-stroke that's water-cooled for greater and more consistent performance. 67 hp/6500 rpm. 115-120 mph. 4 pipes, 3 carbs. 5 speeds. CCI automatic lube. Electric starter. 5-way adjustable rear shocks. Does the 1/4 mile in 12.6. One helluva bike. Ride one. You'll keep competition hot just trying to keep up.

GT-550J Indy

The bike you've been waiting for. A big new 3-cylinder that'll take on any other 3-cylinder made (except, of course, Suzuki's new GT-750). 50 hp/6500 rpm. 110-115 mph. 4 pipes, 3 carbs, 5 speeds. CCI automatic lube. Electric starter. 5-way adjustable rear shocks. If you know some guys who've been asking for it, now you've got the answer.



The GT-550J will be available after April 1972

The computer has the last word.

We begin building a Suzuki on an engineer's drafting table and an artist's drawing board. Working closely together, these teams give birth to the new idea.

But looking good to the eye and to the engineer's slide rule isn't enough. Before the idea goes to the next expensive stage of building a working prototype, it must look good to the computer, too.

This particular computer is the Big Brain at Suzuki's Research and Development Center. Every conceivable design and engineering consideration—from stress ratios to frame weights, has been programmed into it.

So when the proposed design has passed the computer tests, the engineers know that they haven't made any mistakes. The computer simply won't let them.

Next comes a full-scale mock-up model. This is usually made of wood, done so realistically that the only way to tell if a gasoline tank or expansion chamber is wood or metal is to rap it with your knuckles.

The mock-up and specifications are then shipped by jet for review by U.S. Management. If it passes, it's all systems go.

The working prototype.

Next comes the hand-built working model; built as close to the final production version as possible.

Using test-run analysis, the machine is honed to perfection.

A front fork is altered here, a drive sprocket there, the gear ratio here. One machine may need bigger tires, another a stronger frame, still another a longer tailpipe.

Testing: a tour through motorcycle hell.

Once the prototype is built, it's next home is the main Suzuki testing facility at Hamamatsu.

There are about 1400 acres on the Hamamatsu testing grounds—all devoted to testing every Suzuki to its limits.

The testing track is just over 4 miles long, with a 2 mile straightaway and over 2 miles of the most tortuous road that man or Mother Nature has ever dreamed up. On the track, the test riders will run every prototype machine through a catalog list of tests—acceleration, power, braking, torque, handling—even down to such “minor” things as the comfort of the seat and the ease of instrument visibility.

Things you shouldn't do, we do.

We *punish* Suzukis. In every way we know how. And we do things to them no sane motorcyclist will ever do—not for the thrill of it, but to push Suzukis to the limit, to search for breaking points so we can make them stronger.

Typical is a battery of acceleration tests.

One of the riders, making mental notes and immediately relaying them to one of the staff analysts, will smoke the tires on a series of slingshot-like starts: revving the engine until it screams in protest, banging shifts, shocking the motorcycle in the quest for top performance.

With 2 all-out motocross racers.

TM-250J Champion

If it were for sale, the Suzuki 250 that just won its second consecutive world motocross championship would cost about \$15,000. We'll sell you the closest thing to it—the TM-250—for only \$950 (plus taxes and any delivery/dealer preparation charges). Pure motocrosser. 30 hp/7500 rpm. 21 ft./lbs. of torque. Only 220 lbs. 5 speeds. Racing-type forks and suspension. Knobbys. Upswept expansion chamber. PEI ignition. CCI automatic lube. Ride one. It can turn you into something that it already is: a champion.

TM-400J Cyclone.

If you want to win bad enough, this is the bike that's good enough. A brute. Takes 40° hills and any other motocrosser you can find. 40 hp/6500 rpm. 33 ft./lbs. of torque. Only 230 lbs, dripping wet. 5 speeds. Racing-type forks and suspension. Knobbys. Aluminum alloy rims. Upswept expansion chamber. PEI ignition. CCI automatic lube. There simply isn't anything else. This is as high up as you can go. But you better be good, fella; you better be good.



American Motocross Champion John De Soto (on right); and brother Don.

The TM-250J will be available after February 1972

With 8 off-street bikes.

TS-90J Honcho

The king of the lightweight enduros.
11 hp/7500 rpm. 5 speeds.

Double cradle tube frame. Motocross-type front forks. Black up-swept muffler. Trials tires. CCI automatic lube.



TS-50J Gauche

This is the only 50 you don't have to be a kid to ride. Nothing mini about its size (71" long, 39" high), or its performance (4.9 hp/8000 rpm, 55-60 mph). CCI automatic lube.

TC-125J Prospector

You don't truck this one to the dirt. You ride it. Dual-range gearbox. 4 for trails, 4 for street. 13 hp/7000 rpm. Knobbys. Luggage rack. CCI automatic lube.

TS-125J Duster

No other 125 enduro can touch it. 13 hp/7000 rpm. 5 speeds. 3-way adjustable forks. 5-way adjustable shocks. Trials tires. Steel bash plate. CCI automatic lube.

A photograph of three Suzuki motorcycles parked on a grassy hillside at sunset. The motorcycles are a TC-90J Blazer (white and black) and two TS-400J Apache (red and black). The background shows a hazy landscape with mountains under a warm, orange sky.

TC-90J Blazer

The lightweight trail machine that'll take you anywhere. Dual-range trans. has 4 for dirt, 4 for street. 11 hp/7500 rpm. Double cradle tube frame. Bridge-style handlebars. 18" knobbys. CCI automatic lube.

TS-185J Sierra

Get one and go play king of the mountain. 13.5 ft./lbs. of torque. 17.5 hp/7000 rpm, takes 35° hills. 10" clearance. 5 speeds. Tuned exhaust. CCI automatic lube. PEI ignition. Long live the King.

TS-250J/Savage

Cycle Magazine tested six 1971 250's and rated Suzuki's best. The 1972 version is better. 23 hp/6500 rpm. 19.4 ft./lbs. of torque. 5 speeds PEI ignition. CCI automatic lube. 5-way adjustable rear shocks. Why settle for anything less?

TS-400J Apache

Fastest dirt bike you can ride in the street. 80-85 mph. 34 hp/6000 rpm. 5-speeds. 30 ft./lbs. of torque. Takes 37° hills. Trails. 5-way adjustable rear shocks. CCI automatic lube. Dirt or Street. Either place, you win.

Not just bike jockeys; engineers, too.

All Suzuki test riders are more than just fine riders! All have highly technical mechanical backgrounds. They have to, or they won't know what's going on with the motorcycle and why things are happening the way they are.

That's why when a rider says to lengthen the swing arms, or to change the steering head angle or to smooth a flat spot at 4300 rpms, we do it.

It's a costly technique, and it means a lot of time and hard work, but the results pay off. We'd rather test our products at the factory than on the public.

The real work begins.

Only after we finish testing and changing the prototype do we begin production.

There are 4 Suzuki plants in Japan: Ohsuka, Toyokawa, Toyama, and the main facility at Hamamatsu. That's about 20,000 acres, over 30,000 employees, and millions of dollars of machinery and equipment from all over the world.

There are about 10,000 inspectors in that total. And even some inspectors who check the inspectors.

They're there to make sure every Suzuki is up to Suzuki standards. And they never look the other way if something's wrong.

Electrostatic Painting: a work of art.

First step in building a Suzuki, after the raw materials have been assembled and stamped out from 800-ton presses (some two-stories tall), is the welding. This is done in a varying combination by automatic welding equipment; and by hand. Either way, it's done to extremely close tolerances and heavy-duty quality. Not only so a Suzuki will last, but so it will last a long time.

Suzuki has a way of painting their motorcycles that's almost like welding the paint to the metal. It works electronically. The frame is charged negatively, the paint charged positively. Then the frame is dipped into the paint so every square inch is covered.

Result? The opposite charges fly together and form a long-lasting fusion. The paint job on a Suzuki lasts a long time.

There're at least four coats. Primer, metallic undercoat and two or three gleaming finish coats.

So after we paint the motorcycle, we paint the paint.

White-smocked workers.

Go inside the Suzuki factories and you may think you're inside a laboratory—everything's so clean and sanitary.

All the workers wear white uniforms. And white hats and gloves. Everything's fastidious.

Nothing's left to chance.

While the frame is being painted, the engines are being assembled with the same care and precision.

Every major component of the Suzuki engine is assembled by hand. It takes a

With 3 street machines.



T-500J Titan

Still the best buy of the 500's. 105-110 mph. Does the 1/4 mile in 13.6. 47 hp/7000 rpm. 5 speeds. Double leading shoe front brakes. CCI automatic lube. Nobody can beat it in styling, performance or price.

T-350J Rebel

The sweetest-handling, finest-riding 350 going. 100-105 mph. Does the 1/4 mile in 14.2. 36 hp/7000 rpm. 6 speeds. Double leading shoe front brakes. CCI automatic lube. The Rebel will get you around competition, and keep you there.

T-250J Hustler

The fastest 250 street bike made. Does the 1/4 mile in 15.1. 95-100 mph. 33 hp/8000 rpm. 6 speeds. Double leading shoe front brakes. CCI automatic lube. The Hustler is one sure way of getting around town—fast.

little more time that way, but it gets better results and performance. For you.

The Suzuki name.

After the engine is assembled into the frame, other parts of the motorcycle come together from other parts of the factories—handlebars from one area, seat and grips from another, tires from still another.

Then it's all assembled.

And inspected. And tested.

And only then do we think it's built to take on the country.

And only then has it earned the name Suzuki.

The Suzuki Racing Record.

You can judge how well a motorcycle is built by how well it does on the race circuits.

Last year, in *every* kind of race, both American and International, both amateur and professional, there was a winning Suzuki.

That's some record. Because it covers a lot of ground, a lot of different tracks and kinds of races, a lot of competition.

Some of the highlights:

— Suzuki won the 1971 250cc World's Manufacturer's and Individual Championships in the International Motocross Series. For the second year in a row.

— Suzuki won the 500cc World's Manufacturer's and Individual Championships in the International Motocross Series. The first year entered in that class.

— The first two-stroke victory ever in an open class AMA road race was a 500cc Suzuki at the Sears Point Nationals.

— The most decisive victory in AMA road racing history was a one-two runaway finish at Kent: 52 of the 56 laps in front.

The list of victories grows daily. Every weekend sees some new rider winning on a Suzuki—whether on the national circuit, or local half-mile dirt track, or just some fellow beating a guy riding some other kind of bike.

Because that's what riding a Suzuki is all about: taking on the competition and winning.

More than a slogan.

Built to take on the country is more than just our signature at the end of our ads.

It's a philosophy.

It's an attitude.

It's, for us, the only way of building a motorcycle: to last, so you get more than you expected.

We wouldn't have it any other way.

With 2 special-purpose machines.

RV-90J Rover

Introducing a new kind of bike. It'll go anywhere you point it. Any time. Any place. Big, fat tires smooth out rough roads and rocky trails, take on sand and snow, glide through mud and water. Street legal, easy to ride, great looking. 8 hp/6000 rpm. 4 speeds. Get on one and point it. You may never get on a skinny tire machine again.

MT-50J Trailhopper

No other mini-bike can come close to it. 3 hp/6000 rpm. Adjustable handlebars and adjustable extra-long padded seat. 3 speeds. Automatic clutch. Big head and tail lights. Front and rear suspension. Hand-operated front and rear brakes. You and your dad can both ride it. Tell him about it.



Visit a Suzuki dealer, give him \$2.50 and he'll give you the shirt off his back.

And straight from the shoulder, that's a good deal.

A \$5.95 retail value shirt. Custom made. Perfect for riding or just wearing.

Made of 100% combed cotton. Tightly woven so it doesn't sag or lose its shape.

Hi-crew neckband.
Sport shirt length

sleeves. And a breast pocket.

Bright yellow color. With a Suzuki 250 motocross bike making a wild jump across the back. Outstanding.

And to get one all you have to do is come in, get an order blank and come across with \$2.50* and an 8¢ stamp.

No sales talk, nothing to buy.

Unless, of course, you want to. Because if you ask him about any of his 18 Suzuki models, a Suzuki dealer's liable to tell you everything about them.

But why not?



If you're going to get a shirt that good, you may as well have a bike that'll match it.

U.S. Suzuki Motor Corporation, 13767 Freeway Dr., Santa Fe Springs, CA 90670

*California residents add 5% sales tax